

WHAT IS CLAIMED IS:

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1. A system for web-based virtual advertising, comprising:
- 10 a web server having a first vector graphics image and a web page containing a link to the first image;
- an ad server operably coupled to the web server and having a second vector graphics image;
- a client adapted to receive the web page from the web server and to receive the first and second images from the web server and the ad server, respectively; and
- 15 an editor adapted to overlay a portion of the first image with the second image.
2. The system as recited in claim 1, wherein the first image, second image or both the first and second images are scalable vector graphic images.
- 20 3. The system as recited in claim 1, wherein the web server receives the second image from the ad server, and wherein the editor operates within the web server to overlay a portion of the first image with the second image.
- 25 4. The system as recited in claim 1, wherein the ad server receives the first image from the web server, and wherein the editor operates within the ad server to overlay a portion of the first image with the second image.

5. The system as recited in claim 1, wherein the client receives the first image from the web server and receives the second image from the ad server, and wherein the editor operates within the client to overlay a portion of the first image with the second image.

5 6. The system as recited in claim 1, wherein the first and second images are represented as first and second files containing instructions in a vector graphic programming language.

7. The system as recited in claim 6, wherein overlaying a portion of the first image
10 with the second image further comprises inserting instructions from the second file into the first file.

8. The system as recited in claim 1, wherein the client operates a web browser and is
15 coupled via the Internet to the web server and the ad server.

9. The system as recited in claim 1, further comprising a database in the ad server,
such that the database associates the second image with the first image.

10. The system as recited in claim 9, wherein the database specifies the location and
20 size of the portion of the first image to be overwritten by the second image.

11. The system as recited in claim 10, wherein the location and size of the portion of
the second SVG image to be overwritten by the second SVG image are determined by a
computer program.

12. The system as recited in claim 1, wherein the web server and ad server are
25 computer program execution units adapted to transmit, receive and process data stored in
a carrier medium adapted for transmission therebetween.

13. A method for web-based virtual advertising, comprising:
- requesting a web page from a first computer containing a link to a first vector
graphics image;
- 5 overlaying a portion of the first image with a second vector graphics image
obtained from a second computer to obtain a modified first image; and
- displaying the modified first image.
- 10 14. The method as recited in claim 13, wherein the first image, second image or both
the first and second images are scalable vector graphic images.
- 15 15. The method as recited in claim 13, wherein the first and second images are
represented as first and second files containing instructions in a vector graphic
programming language.
- 16 16. The method as recited in claim 15, wherein said overlaying comprises using an
editor to insert instructions from the second file into the first file.
- 20 17. The method as recited in claim 16, wherein said overlaying comprises operating
the editor within the first computer to overlay a portion of the first image with the second
image.
- 25 18. The method as recited in claim 16, wherein said overlaying comprises operating
the editor within the second computer to overlay a portion of the first image with the
second image.

19. The method as recited in claim 16, wherein said overlaying comprises operating the editor within a client operably linked to the first computer and the second computer to overlay a portion of the first image with the second image.

5 20. A computer-usable carrier medium, comprising:

first program instructions for linking a first vector graphics image from a web page residing on a first computational device; and

10 second program instructions for fetching a second vector graphics image from a second computational device and compiling the second image onto the first image.

15 21. The computer-usable carrier medium as recited in claim 20, wherein the first image, second image or both the first and second images are scalable vector graphic images.

20 22. The computer-usable carrier medium as recited in claim 20, wherein the first and second program instructions reside on the first computational device, the second computational device, or both.

25 23. The computer-usable carrier medium as recited in claim 20, wherein the first and second program instructions comprise a database for compiling the first image with the second image.

24. The computer-usable carrier medium as recited in claim 23, wherein the database is operably accessed to specify the location and size of the portion of the first image to be overwritten by the second image.

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